

5 a commercial message server being operable to send at
6 least one commercial message;

7 a first and second data network telephone connected to the
8 data network, each data network telephone operable to
9 communicate voice signals as data packets on a voice over data
10 channel, the voice over data channel being one of the plurality of
11 data communications channels on the data network containing
12 packetized voice signals, the data network telephones identified by
13 a first and second user identifier corresponding to the data network
14 telephones;

15 C1 a network telephony connection server being operable to
16 provide telephony service to the data network telephones and
17 communicate at least one commercial message request with the
18 commercial message server; and

19 the first data network telephone being operable to receive
20 the commercial messages before the first and second data network
21 telephones communicate voice signals on the voice over data
22 channel, the first data network telephone further comprising a
23 message display device to display the commercial messages.

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C2 1 2. (Amended) The system of Claim 1 wherein each user identifier includes a
2 unique sequence of alphanumeric elements.

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C3 1 14. (Amended) The system of Claim 1 wherein the network telephony
2 connection server further comprises:
3 an advertisement service to retrieve at least one commercial
4 message from the commercial message server and to
5 communicate the commercial messages in the response message.

1 15. (Amended) The system of Claim 1 wherein the network telephony
2 connection server further comprises:
3 an advertisement service to send a connection information
4 message to the commercial message server; and
5 wherein the communication message server uses the
6 connection information message to initiate a selected data
7 communications channel and to send at least one of the
8 commercial messages to the first data network telephone over the
9 selected data communications channel.

C3

1 16. (Amended) The system of Claim 1 wherein the network telephony
2 connection server further comprises:
3 an advertisement service to retrieve at least one commercial
4 message from the commercial message server, the network
5 telephony connection server being operable to initiate a selected
6 data communications channel and to send the commercial
7 messages to the first data network telephone over the selected
8 communications channel.

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DI

1 18. The system of Claim 1 wherein:
2 the request message includes a callee user identifier; and
3 wherein the network telephony connection server determines
4 the telephone identifier for the callee identified in the callee user
5 identifier and includes the telephone identifier in the response
6 message.

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1 19. The system of Claim 1 wherein:
2 the request message includes a callee user identifier; and

3 wherein the network telephony connection server determines
4 the telephone identifier for the callee identified in the callee user
5 identifier and sends the response message to the callee at the
6 telephone identifier.

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DI 1 20. (Twice Amended) A method for advertising on a telephony system, the
2 method comprising the steps of:
3 receiving a request to initiate a telephone call between a first
4 data network telephone to a second data network telephone over a
5 data network, the first and second data network telephones having
6 a display screen, the request containing a caller user identifier to
CS 7 identify a user of the first data network telephone, and a callee user
8 identifier to identify a user of the second data network telephone;
9 communicating a commercial message request to a
10 commercial message server;
11 retrieving at least one commercial message from the
12 commercial message server;
13 sending the at least one commercial message to the first
14 data network telephone; and
15 receiving the at least one commercial message at the first
16 data network telephone before completing the telephone call
17 between the first data network telephone and the second data
18 network telephone.

5b7
DI 1 41. (Twice Amended) A commercial message server comprising:
2 at least one commercial message for display on a voice
3 communications device;
4 a telephony connection server interface to receive
5 connection information from a telephony connection server, the
6 connection information comprising at least one user identifier for at

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7 least one party to a telephone call, the at least one party using the
8 voice communications device to initiate the telephone call; and
C6 9 the commercial message server being operable to send the
10 commercial message to the voice communications device in use by
11 the at least one party identified by the user identifier prior to
12 communicating voice signals to the voice communications device.

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D1 2 51. (Twice Amended) A telephony connection server comprising:

3 a call management function operable to receive a request to
4 initiate a telephone call between at least two voice communications
C7 5 devices, and to send a response message in response to the
6 request message;

7 a network telephony user database to store a user identifier
8 for each of a plurality of users, wherein the user identifier includes a
9 first sequence of alphanumeric elements that identify a user of a
10 voice communications device; and

11 an advertisement service to send a connection information
12 message having a user identifier that identifies at least one of the
13 parties to a commercial message server, wherein the commercial
14 message server uses the connection information message to send
15 a commercial message to the user identifier prior to completion of
the telephone call.

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D1 2 53. (Twice Amended) A memory for storing commercial messages
3 comprising:

4 a merchant record for identifying a merchant corresponding
5 to the commercial messages; and

C8 6 a connection to a data network to transport the commercial
7 messages to a plurality of voice communications devices upon
8 receiving connection information for the voice communications
devices.